102. The content display site of claim 101 wherein the remote site is a first remote site, and wherein a program relating to the monitoring of the display of the content on the display screen is received from a second remote site.

103. The content display site of claim 102 wherein the first remote site and the second remote site are the same remote site.

104. The content display site of claim 102 wherein the web site is a first web site, wherein the first remote site is a second web site, wherein the second remote site is a third web site, and wherein the first web site and the second web site are the same web site.

105. The content display site of claim 102 wherein the web site is a first web site, wherein the first remote site is a second web site, wherein the second remote site is a third web site, and wherein the second web site and the third web site are the same web site.

106.   The content display site of claim 102 wherein the web site is a first web site, wherein the first remote site is a second web site, wherein the second remote site is a third web site, and wherein the first web site and the third web site are the same web site.

107.   The content display site of claim 102 wherein the web site is a first web site, wherein the first remote site is a second web site, wherein the second remote site is a third web site, and wherein the first web site, the second web site, and the third web site are the same web site.

108.   The content display site of claim 101 wherein the content has a position on the display screen, and wherein the content display site is further arranged to monitor the position of the content on the display screen.

109.   The content display site of claim 101 further arranged to determine whether at least a portion of the content is occluded.

110. The content display site of claim 109 further arranged to determine a duration of the occlusion.

111. The content display site of claim 101 further arranged to determine a duration of non-occlusion of the content.

112. The content display site of claim 101 further arranged to generate data relating to a cursor being over the content on the display screen.

113. The content display site of claim 101 further arranged to monitor a duration that the content is displayed on the display screen.

114. The content display site of claim 101 further arranged to monitor selection of a hyperlink within an area of the content.

115. The content display site of claim 101 further arranged to transmit demographic information as well as the monitoring information.

116. A method of monitoring content being displayed on a display screen at a content display site, wherein at least part of the content is received at the content display site from a first web site, the method comprising:

monitoring a display of the content at the content display site to produce monitoring information regarding the display of the content; and,

electronically transmitting the monitoring information from the content display site to a second web site.

117. The method of claim 116 wherein the first and second web sites are the same web site.

118. The method of claim 116 wherein the monitoring of the display of the content at the content display site comprises monitoring the position of the content.

119. The method of claim 116 wherein the monitoring of the display of the content at the content display site comprises determining whether the content is at least partially occluded.

120. The method of claim 119 wherein the monitoring of the display of the content at the content display site comprises determining a duration of the occlusion.

121. The method of claim 116 wherein the monitoring of the display of the content at the content display site comprises determining a duration of non-occlusion of the content.

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122. The method of claim 116 wherein the monitoring of the display of the content at the content display site comprises generating data relating to a cursor being over the content.

123. The method of claim 116 wherein the monitoring of the display of the content at the content display site comprises monitoring a duration that the content is displayed.

124. The method of claim 116 wherein the monitoring of the display of the content at the content display site comprises monitoring selection of a hyperlink within an area of the content.

125. The method of claim 116 wherein the electronic transmission of the monitoring information comprises transmitting demographic information.

126. A content display site arranged to monitor a position of content on a display screen in order to produce monitoring information indicating the position, and to electronically transmit the monitoring information to a remote site.

127. The content display site of claim 126 further arranged to monitor the position of one or more images on the display screen, to compare the position of the content to the position of the one or more images, and to include results from the comparison in the monitoring information.

128. The content display site of claim 127 further arranged to determine whether the content is at least partially occluded by the one or more images.

129. The content display site of claim 128 further arranged to determine a duration that the content is at least partially occluded by the one or more images.

130. The content display site of claim 129 further arranged to determine whether the content is fully occluded by the one or more images.

131. The content display site of claim 127 wherein one of the one or more images is a pointer, and wherein the content display site is further arranged to determine a number of times that the pointer enters an area defined by the content.

132. The content display site of claim 126 further arranged to determine a duration that the content is non-occluded.

133. The content display site of claim 126 wherein the remote site is a web site.

134. A method for monitoring display of content on a computer at a content display site comprising:

monitoring a change in time of a characteristic of the content to produce monitoring information indicating the change in time; and,

electronically transmitting the monitoring information to a remote site over the Internet.

135. A content display site arranged to ascertain a beginning of display of content on a display screen, to ascertain an end of the display of the content, and to monitor the display of the content, wherein the content display site begins the monitoring when the beginning of the display of the content is ascertained, and wherein the content display site ceases the monitoring when the end of the display of the content is ascertained.

136. The content display site of claim 135 wherein the content has a position on the display screen, and wherein the content display site is further arranged to monitor the position of the content on the display screen.

137. The content display site of claim 135 wherein the content display site is further arranged to monitor.a change in time of a characteristic of the content on the display screen at the content display site.

138. The content display site of claim 135 wherein the content display site is further arranged to determine a duration that the content is at least partially occluded.

139. The content display site of claim 135 wherein the content display site is further arranged to determine a duration that the content is non-occluded.

140.   A method for monitoring display of content on a display screen at a content display site, wherein the content is provided by a content provider site over the Internet to the content display site, the method comprising:

receiving a monitoring program at the content display site from a remote site; and,

monitoring display of the content in accordance with the monitoring program so as to produce monitoring information regarding the display of the content.

141.   The method of claim 140 wherein the monitoring program is received at the content display site by way of a transmission over the Internet.

142.   The method of claim 140 wherein the remote site is a first remote site, and wherein the method comprises transferring the monitoring information to a second remote site that is part of the Internet.

143.   The method of claim 142 wherein the second remote site is the content provider site.

144.   The method of claim 140 wherein the content has a position on the display screen, and wherein the method further comprises monitoring the position of the content on the display screen.

145.   The method of claim 140 wherein the monitoring of the display of the content comprises monitoring a change in time of a characteristic of the content on the display screen at the content display site.

146.   The method of claim 140 wherein the monitoring of the display of the content comprises determining a duration that the content is at least partially occluded.

147.   The method of claim 140 wherein the monitoring of the display of the content comprises determining a duration that the content is non-occluded.

148. A method of monitoring display at a content display site of first content that is provided by a content provider site over the Internet to the content display site, wherein the Internet operates according to a protocol that enables second content to be transferred to the content display site in response to selection of a portion of the first content being displayed at the content display site, the method comprising:

receiving a monitoring program at the content display site, wherein the monitoring program is received from a remote site; and,

monitoring the display of the first content in accordance with the monitoring program so as to produce monitoring information regarding the display of the first content.

149. The method of claim 148 wherein the remote site is the content provider site.

150. The method of claim 148 wherein at least a portion of the first content being monitored contains a graphic.

151. The method of claim 148 wherein the monitoring program is received at the content display site by way of a transmission over the Internet.

152. The method of claim 148 wherein the remote site is a first remote site, and wherein the method further comprises electronically transferring the monitoring information to a second remote site that is part of the Internet.

153. The method of claim 152 wherein the first and second remote sites are the same remote site.

154. The method of claim 148 wherein the first content has a position on a display, and wherein the monitoring of the display of the first content comprises monitoring the position of the first content on the display.

155. The method of claim 148 wherein the monitoring of the display of the first content comprises monitoring a change in time of a characteristic of the first content on a display screen at the content display site.

156. The method of claim 148 wherein the monitoring of the display of the first content comprises determining a duration that the first content is at least partially occluded.

157. The method of claim 148 wherein the monitoring of the display of the first content comprises determining a duration that the first content is non-occluded.

158. The method of claim 148 wherein the monitoring of the display of the first content comprises monitoring display of the second content and including information about the second content in the monitoring information.

159. The method of claim 148 wherein the monitoring of the display of the first content comprises:

ascertaining a beginning of the display of the first content;

ascertaining an end of the display of the first content; and,

monitoring the display of the first content beginning when the display of the first content is ascertained and ceasing when the end of the display of the first content is ascertained.

160. The method of claim 159 wherein the monitoring of the display of the first content comprises resuming monitoring of the display of the first content whenever the first content re-appears on a display screen after an absence of visibility of the first content.

161. A method of monitoring display at a content display site of content that is provided by a content provider site over the Internet to the content display site, wherein the content provider site is a web site, the method comprising:

monitoring display of the content to produce monitoring information regarding the display of the content at the content display site; and,

transferring the monitoring information from the content display site to a remote site of the Internet that is different from the content provider site.

162. The method of claim 161 wherein the remote site is a first remote site, and wherein the method further comprises storing the monitoring information at the first remote site such that a user at a second remote site can interact with the monitoring information without being able to modify the monitoring information.

163. A method of monitoring display of content at a content display site, wherein the content is electronically transferred to the content display site from a remote site, the method comprising:

displaying the content at the content display site; and,

monitoring the display of the content at the content display site so as to produce monitoring information regarding the display of the content, wherein the displaying and the monitoring of the content are integrated so that the displaying of the content initiates the monitoring of the content.

164. The method of claim 163 wherein the remote site is a first remote site, and wherein the monitoring of the display of the content comprises electronically transferring the monitoring information to a second remote site.

165. The method of claim 164 wherein the first and second remote sites are the same remote site.

166. The method of claim 164 wherein the electronic transfer of the monitoring information is over the Internet.

167. In a computer network having one or more servers connectable to one or more users, a method of monitoring the amount of time a user displays content comprising:

downloading the content from a first server in response to an address specified by a client, wherein the address is an address corresponding to the content;

downloading an executable from a second server, wherein the executable is arranged to determine the amount of

time that the content downloaded from the first server is
displayed by a user; and,

    uploading client identifying indicia and the amount
of time determined by the executable to a third server.

    168.   The method of claim 167 wherein the first and
second servers are the same server.

    169.   The method of claim 167 wherein the first and
third servers are the same server.

    170.   The method of claim 167 wherein the second
and third servers are the same server.

    171.   The method of claim 167 wherein the first,
second, and third servers are the same server.

172.   The method of claim 167 wherein the content
has a position on a display, and wherein the uploading of
client identifying indicia and the amount of time comprises
uploading monitoring data relating to the position of the
content on the display screen.

173.   The method of claim 172 wherein the content is
first content, wherein second content is displayed on the
display screen, wherein the second content has a position on
the display screen, and wherein the uploading of client
identifying indicia and the amount of time comprises updating
data regarding the relative positions of the first and second
content on the display screen.

174.   The method of claim 173 wherein the uploading
of client identifying indicia and the amount of time comprises
determining whether one of the first and second content
occludes at least a portion of the other of the first and
second content on the display screen.

175. The method of claim 174 wherein the uploading of client identifying indicia and the amount of time comprises determining a duration of the occlusion.

176. The method of claim 167 wherein the uploading of client identifying indicia and the amount of time comprises generating data relating to a cursor being over the content on the display screen.

177. The method of claim 167 wherein the uploading of client identifying indicia and the amount of time comprises monitoring a change in time with respect to a characteristic of the content on the display screen.

178. The method of claim 167 wherein the uploading of client identifying indicia and the amount of time comprises monitoring a duration that the content is displayed on the display screen.